

# MUSIC VICTORIA

## NOVEMBER 2016



### WE'RE GROWING

1200 members in 2016

300 members in 2011

### WE REPRESENT CONTEMPORARY MUSIC

#### OUR MEMBERS

900 individuals | 150 bands  
100 corporate partners | 30 venues

## 30,000 ONLINE REACH

facebook | twitter | youtube | e-news | instagram

### WE CELEBRATE VICTORIAN MUSIC

7 awards ceremonies since 2013

89 artists, venues and festivals have received awards

230,000 public votes

23 artists and industry have been inducted into The Age Music Victoria Hall of Fame



### WE SUPPORT VENUES

Instrumental in implementing world-first **AGENT OF CHANGE** principle

Released the Australian first **LIVE MUSIC BEST PRACTICE GUIDELINES**

Helped deliver **\$500,000** in sound management grants

### WE EDUCATE AND INFORM

We've hosted **90+** panels and masterclasses...

and had over **4,000** attendees at our professional development workshops

### WE PARTNER WITH INDUSTRY & GOVERNMENT

Creative Victoria | Australia Council for the Arts  
Cities of Melbourne, Yarra, Ballarat, Geelong, Mornington  
APRA AMCOS | AMIN | The Push | Support Act | Regional Arts Victoria  
Multicultural Arts Victoria | Visit Victoria | Collarts | Arts Industry Council of Victoria  
Songlines Aboriginal Music | Live at Your Local | Community Radio | Goldseal

#supportlocalmusic

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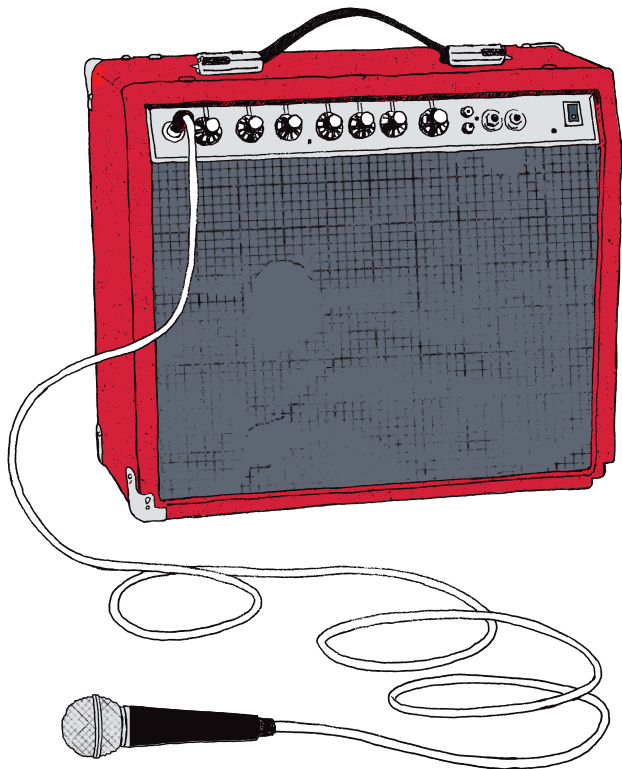
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# MUSIC VICTORIA'S MISSION: TO CHAMPION VICTORIAN MUSIC

- 1 REPRESENT
- 2 SUPPORT
- 3 BE A SUSTAINABLE ORGANISATION

## VICTORIA ♥'S LIVE MUSIC

**14.4 million** patrons attend **62,000 live music gigs** each year  
- more attendances than the AFL

The Greater Melbourne area boasts **465** live music venues - more per capita than New York, Paris, London, Berlin and Tokyo

Outside Melbourne we have **201** live music venues and **350** festivals with live music

## SMALL VENUES ARE THE HEART OF THE LIVE MUSIC INDUSTRY

- Music in the City of Melbourne alone is worth \$25million per year with 3500 employees
- For every \$1 spent on live music \$3 is returned in value

## ECONOMIC IMPACT IN VICTORIA

**\$1.04 billion** spent on live music

**116,000** annual FTE jobs

**\$22.2 million** STATE GOVT investment through Music Works program

## VICTORIANS ARE PASSIONATE

**SLAM (Save Live Australia's Music) rally**  
- Victorians love live music so much that in 2010, 20,000 people marched in Australia's largest cultural rally successfully protesting and repealing laws that adversely impacted the live music sector.